

© 2017 Sam's Club. All rights reserved.

Offer ends on June 13, 2017

Limit 5 per order

1000 American Airline miles
when you buy 2

Offer ends on August 21, 2017

\$50 off with Instant Savings

Offer ends on June 13, 2017

Limit 5 per order

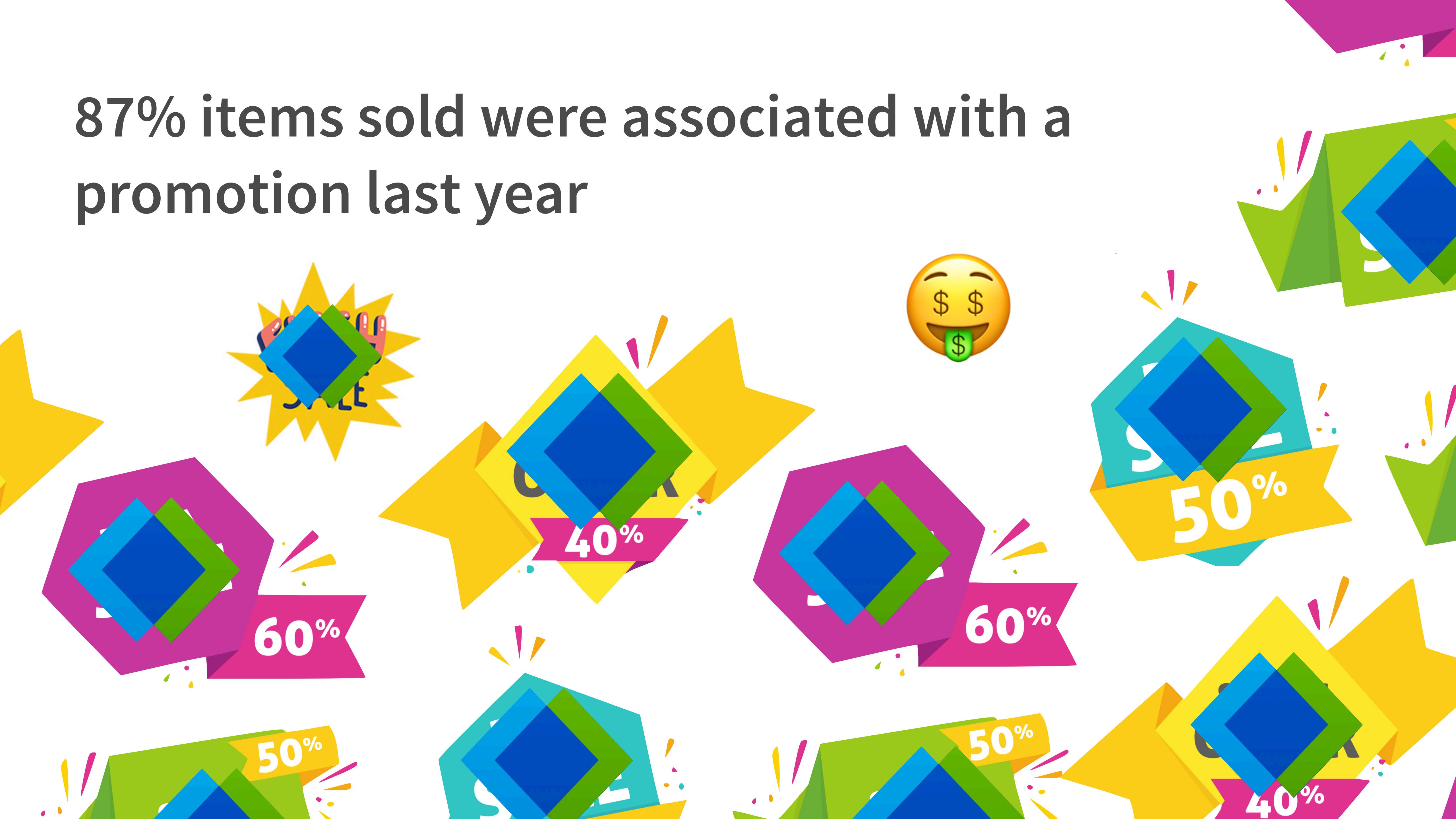
PROMOTIONS



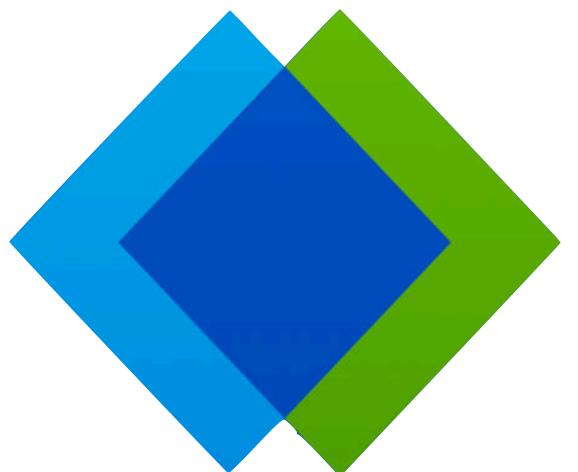
A strategy to drive sales and engagement



87% items sold were associated with a promotion last year



Promotion types



Instant Savings

Shocking Value

Almost Gone

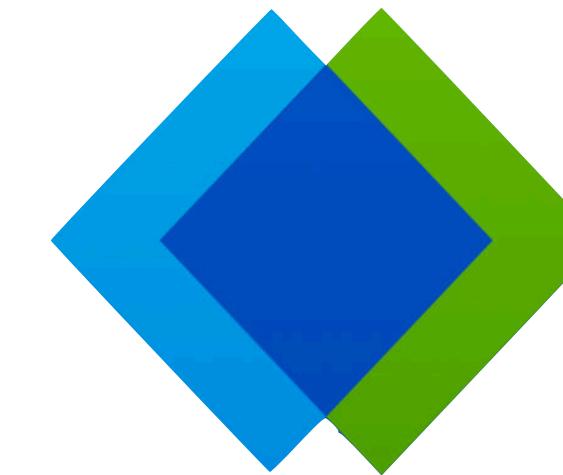
New Lower Price

Best Seller

Tech Savings

VIP Event

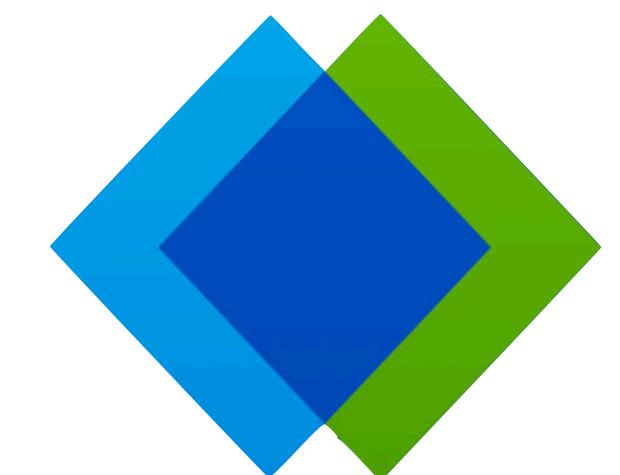
Holidays with



Black Friday Preview

Save up to \$300 with purchase
FREE Sam's Club Plus membership

Merchant promos on



1000 American airline miles
when you buy 2
Offer ends August 21, 2017

Promotion types

Instant Savings

Shocking Value

\$80 off with Instant Savings

Save \$80.00 ~~\$970.00~~

applied automatically

\$50 off with Instant Savings

when you buy 2

\$50 off with Instant Savings

with [Samsung 48" Class 1080p Smart...](#)

applied on user action

BROWSE

Category

PDP

PURCHASE

Cart

Thank you

Shockin Values - Sam's Club Tech Savings - Sam's Club

Rachit

Secure <https://www.samsclub.com/sams/instant-savings/1240109.cp?xid=hpg:mosaic:3:2>

Apps Walmart Stuff UX Coding Portfolio ideas Chatbot project Other skills Health Norbert — Find any... How to Choose the... Click, tap, touch, ic... #007aff hex color

Menu Search Your club Fairbanks, AK Your account Rachit Cart 21

Free shipping

Sign in to see price Add to cart Sign in to see price

Intuit QuickBooks Desktop Premier 2017

Member-only price

Online only Free shipping

Ship it Pick it up

\$149.98

\$30 off with Tech Savings Member price \$179.98

- 4 +

Best Seller

HP Pavilion Touchscreen HD 15.6" Notebook 15-au057cl, Intel Core i5...

Online and In club Free shipping

Add to cart

Product Type

Laser Printers (5)

Inkjet Printers (3)

Multifunction Inkjet

Feedback

Shockin Values - Sam's Club x Tech Savings - Sam's Club x Rachit

Secure https://www.samsclub.com/sams/instant-savings/1240109.cp?xid=hpg:mosaic:3:2

Apps Walmart Stuff UX Coding Portfolio ideas Chatbot project Other skills Health Norbert — Find any... How to Choose the... Click, tap, touch, ic... #007aff hex color Rachit

Menu Sam's Club Search Your club Fairbanks, AK Your account Rachit Cart 21 ✓

Free shipping

Sign in to see price Add to cart Sign in to see price

Intuit QuickBooks Desktop Premier 2017

Member-only price \$ off with..

\$30 off with Tech Savings Member price \$179.98

4 in cart for shipping

Ship it Pick it up

\$149.98 2 lines

HP Pavilion Touchscreen HD 15.6" Notebook 15-au057cl, Intel Core i5...

was price

Online only Free shipping

Add to cart

Product Type

Laser Printers (5)

Inkjet Printers (3)

Multifunction Inkjet

Feedback

[Shop by department](#)[Business tools](#)[Member services](#)[Shocking Values](#)[Configurable link](#)

Promotional content - Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Electronics & Computers > TVs Home & Theater

Promotional content 2 - Lorem ipsum dolor sit amet, consectetur adipiscing elit.

VIZIO 70" Class 1080p LED Smart HDTV – M7021-B3 Ultra HD Full-Array LED Smart TV

[★★★★★ Reviews](#) (45) | [Q&A](#) (25) by VIZIO | Item # 539545 | Model #: M602I-B3 [f](#) [t](#) [p](#)**Instant Savings**

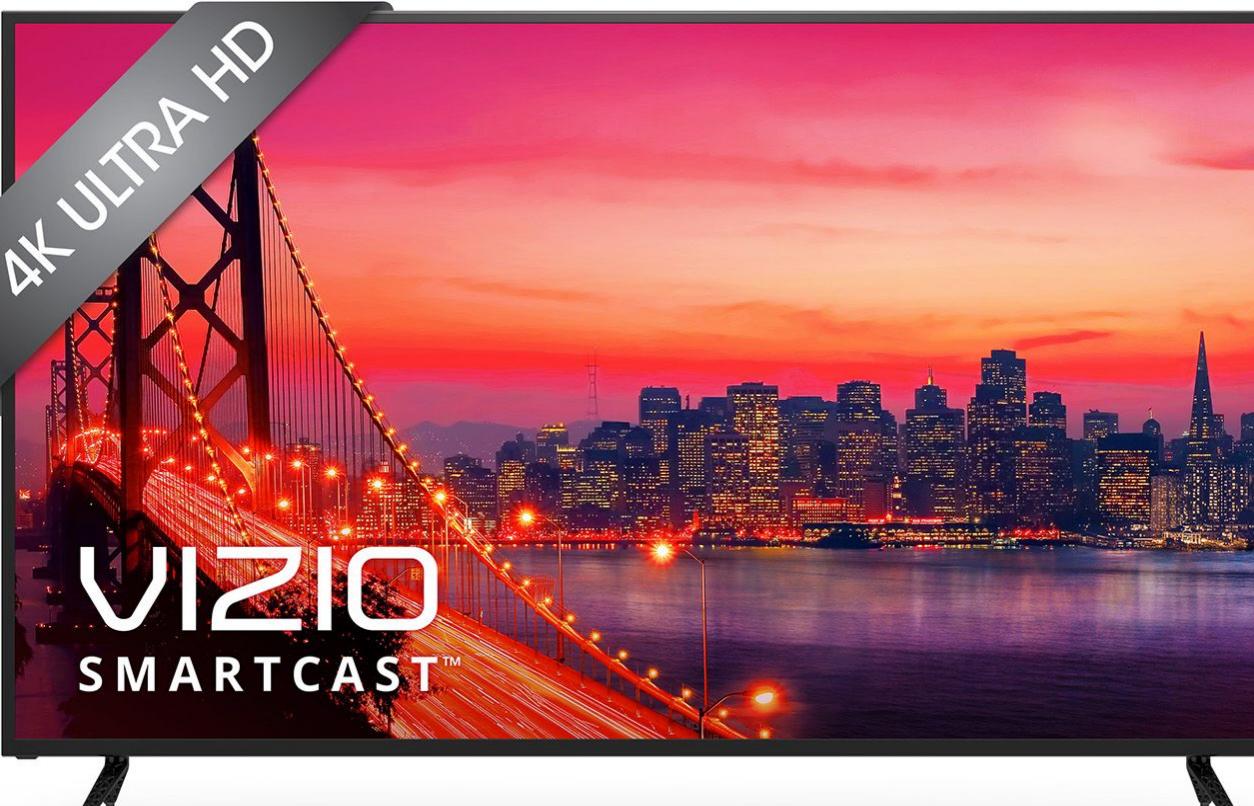
\$50 off with Instant Savings

Offer ends Feb 15 [?](#)

Save \$50.00 \$680.00

\$630⁰⁰

Online and In club

[Add to cart](#)

VIDEO



360°



VIEW



VIEW



VIEW

Why we love this

Boasting over 8.3 million pixels in every image, four times the resolution of 1080p Full HD, this

Promo details on the product page

Free shipping on all Black Friday items [Shop now](#)

Save 10%* on purchases today up to \$250 when you open an account.

Subtotal (11 items)	\$2,679.81
Estimated shipping	\$0.00
Estimated sales taxes and fees	\$17.64

Estimated total **\$2,697.45**

[Check out](#)

Estimated savings \$5.00

Pay by Sat, Nov 26 to guarantee your savings

[See terms and conditions](#)

Cart

Membership (1)

Sam's Savings Primary renewal Item #98764 Renews on purchase	 \$45.00
	Remove

Items to ship (4)

Shipping options for 94066 [Change](#)

You select shipping method in checkout

Shocking Value [Ends in 8h 28m 18s](#)

Epson EX3240 LCD Multimedia Projector,
3200 Lumens, SVGA 800 x 600 Pixels
Item #98764

8

Free shipping

\$800.00
\$100.00 each
[You save ^](#)

\$150 off with Shocking Values
Offer ends June 30, 2012



[Pick up instead](#)

[Save for later](#) | [Remove](#)

Special Buy

Epson EX3240 LCD Multimedia Projector,
3200 Lumens, SVGA 800 x 600 Pixels
Item #98764

1

FREE shipping

\$900.00
[You save ▾](#)

Promos which were applied are shown

Home

PDP

BROWSE

Category

Captivate and upsell

Cart

Checkout

PURCHASE

Thank you

Show and convey

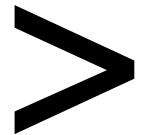
Promotions behave differently in the different parts of the user journey



**Succinct visibility for monetary or other rewards
on an item through the user journey**

Before Pangea, promotions were prioritized

1000 American Airline miles
when you buy 2
Offer ends on August 21, 2017



\$30 off with Tech Savings
Save 20% \$970.00

.. using a system called EB*

1000 American Airline miles
when you buy 2
Offer ends on August 21, 2017



\$30 off with Tech Savings
Save 20% \$970.00

.. and only the most relevant promo was shown



**With Pangea, all the promotions applicable to an item
are known instantly from the backend**

\$50 off with Instant Savings

Offer ends on June 13, 2017

Limit 5 per order

\$50 off with Instant Savings

Offer ends on June 13, 2017

Limit 5 per order

\$50 off with Instant Savings

Offer ends on June 13, 2017

Limit 5 per order

**1000 American Airline miles
when you buy 2**

Offer ends on August 21, 2017

\$30 off with Tech Savings

Save 20% ~~\$970.00~~

\$50 off with Instant Savings

Offer ends on June 13, 2017

Limit 5 per order

\$50 off with Instant Savings

Offer ends on June 13, 2017

Limit 5 per order

More promotions are better for our users



Succinct visibility for ALL the monetary or other rewards on an item through the user journey

It's not too late to find great deals!



Find gifts for everyone

SAMSUNG

Shop now >

Your lists Easy Reorder Sam's Club credit Join Renew

Your club
Concord, CA Ximena

Cart 0

Home

Search



Business tools Member services Shocking Values Configurable link

Free shipping on all Black Friday items Shop now

Get your team ready!

VIZIO SmartCast™ brings together your favorite entertainment into one simple experience.

Shop TV deals



Your local club

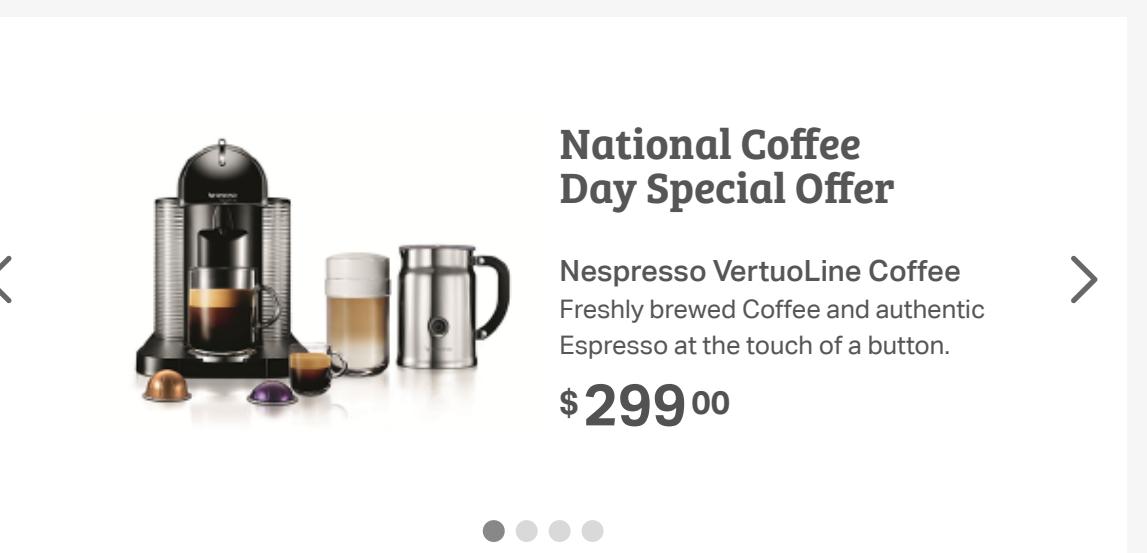
Concord Sam's Club [Change club](#)
1225 Concord Ave. Concord, CA 94520
925-687-1400



Club hours:
Mon - Fri 10:00 a.m. - 8:30 p.m.
Sat - 9:00 a.m. - 8:30 p.m.
Sun - 10:00 a.m. - 6:00 p.m.

Club services:
Pharmacy, Photo center, Bakery, Cafe,
Tires & Batteries.

[See all Club info](#)



National Coffee Day Special Offer

Nespresso VertuoLine Coffee
Freshly brewed Coffee and authentic Espresso at the touch of a button.

\$299.00

Shocking Values

Sign up for email alerts with limited-time savings on new items every day.

[See all](#)



Vremi VR300 Slow Juicer (Assorted Colors)
\$52.88
Save \$97.11 \$149.99
Free shipping



Mrs. Fields Tasty Treats Box
\$19.88
Save 43% \$34.99
Free shipping



Hammermill - Tidal MP Copy Paper, 20lb, 92% Recycled
\$36.97
Save 19% \$45.48
Free shipping



LG Music Flow P7 Wireless Speaker
\$48.78
Save 31% \$64.99
Free shipping



Quick Cabana - Purple
\$49.96
Save 31% \$72.00
Free shipping



Kate Spade 2017 Gold Dot Agenda and To-Do List
\$49.96
Save 31% \$72.00
Free shipping



Unique Products

Inspired ideas!



Furniture
for every room!



It's not too late to find great deals!



Find gifts for everyone

SAMSUNG

Shop now >

Configurable link Sam's Club credit Join Renew

Your club [Find a club](#) Your account [Sign in](#)

Cart 24

Product page

Search



Shop by department

Business tools Member services Shocking Values Configurable link

Promotional content - Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Electronics & Computers > TVs Home & Theater

Promotional content 2 - Lorem ipsum dolor sit amet, consectetur adipiscing elit.

VIZIO 70" Class 1080p LED Smart HDTV – M7021-B3 Ultra HD Full-Array LED Smart TV

★★★★★ [Reviews](#) (45) | [Q&A](#) (25) by VIZIO | Item # 539545 | Model #: M6



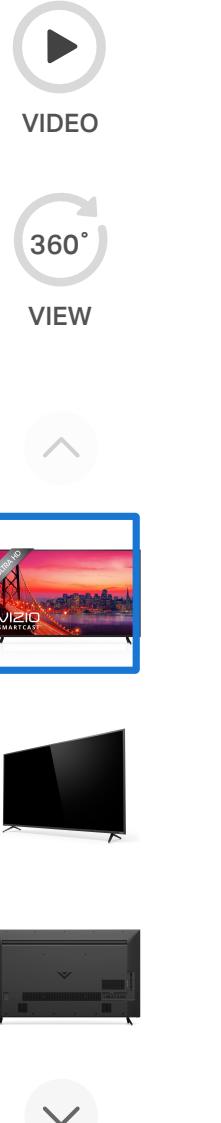
Instant Savings

\$50 off with Instant Savings
Offer ends Feb 15 ?

Save \$50.00 \$680.00
\$630.00

Online and In club

Add to cart



Why we love this

Boasting over 8.3 million pixels in every image. Four times the resolution of 1080p Full HD, this powerful 4K Smart TV renders imagery with breathtaking detail and clarity.

About this item

- Resolution: 4K
- Refresh rate: 120Hz
- HDMI Inputs: 4

[More about this item](#)

It's not too late to find great deals!



Find gifts for everyone

SAMSUNG

Shop now >

Your lists Easy Reorder Sam's Club credit Join Renew

Your club
Concord, CA Ximena

Cart 0

Home

Search



Business tools Member services Shocking Values Configurable link

Free shipping on all Black Friday items Shop now

Get your team ready!

VIZIO SmartCast™ brings together your favorite entertainment into one simple experience.

Shop TV deals



Your local club

Concord Sam's Club Change club

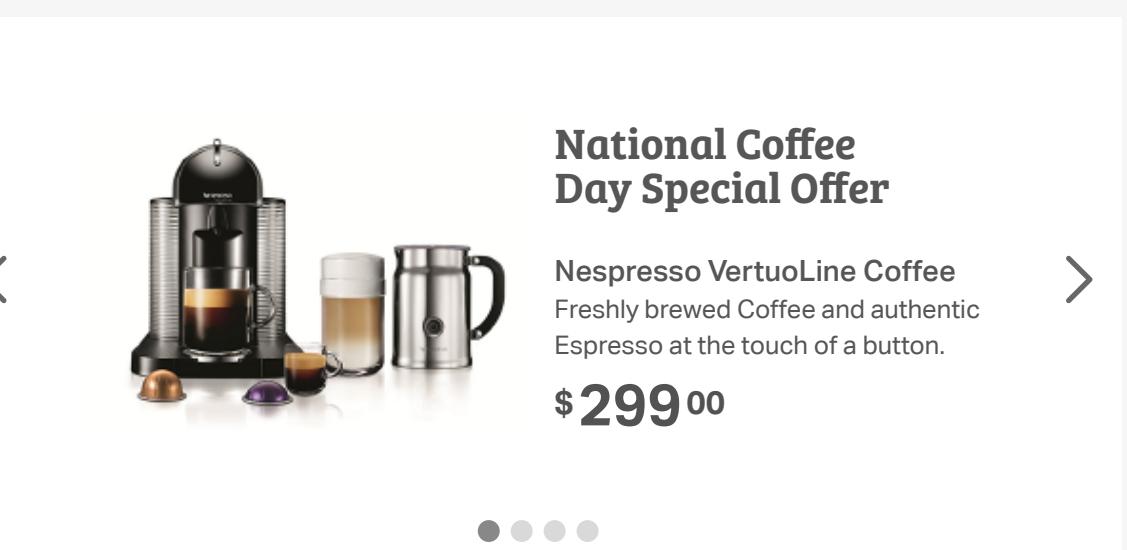
1225 Concord Ave. Concord, CA 94520
925-687-1400



Club hours:
Mon - Fri 10:00 a.m. - 8:30 p.m.
Sat - 9:00 a.m. - 8:30 p.m.
Sun - 10:00 a.m. - 6:00 p.m.

Club services:
Pharmacy, Photo center, Bakery, Cafe,
Tires & Batteries.

See all Club info



National Coffee Day Special Offer

Nespresso VertuoLine Coffee
Freshly brewed Coffee and authentic
Espresso at the touch of a button.

\$299.00

Shocking Values

Sign up for email alerts
with limited-time savings
on new items every day.

See all



ENDS IN 2 DAYS
Save \$97.11 \$149.99
\$52.88
Free shipping



ENDS IN 1 DAY
Save 43% \$34.99
\$19.88
Free shipping



ENDS IN 3 DAYS
Save 19% \$45.48
\$36.97
Free shipping



ENDS IN 2 DAYS
Save \$16.21 \$64.99
\$48.78
Free shipping



ENDS IN 3 DAYS
Save 31% \$72.00
\$49.96
Free shipping



ENDS IN 2 DAYS
Save \$16.21 \$64.99
\$48.78
Free shipping



BRING CHEER TO YOUR BUSINESS

It's not too late to find great deals!



Find gifts for everyone

SAMSUNG

Shop now >

Configurable link Sam's Club credit Join Renew

Your club
Find a club Your account
Sign in

Cart 24

Product page

Search



Shop by department

Business tools Member services Shocking Values Configurable link

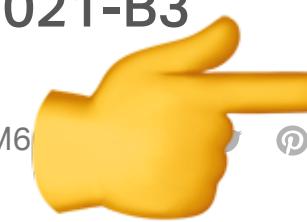
Promotional content - Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Electronics & Computers > TVs Home & Theater

Promotional content 2 - Lorem ipsum dolor sit amet, consectetur adipiscing elit.

VIZIO 70" Class 1080p LED Smart HDTV – M7021-B3 Ultra HD Full-Array LED Smart TV

★★★★★ Reviews (45) | Q&A (25) by VIZIO | Item # 539545 | Model #: M6



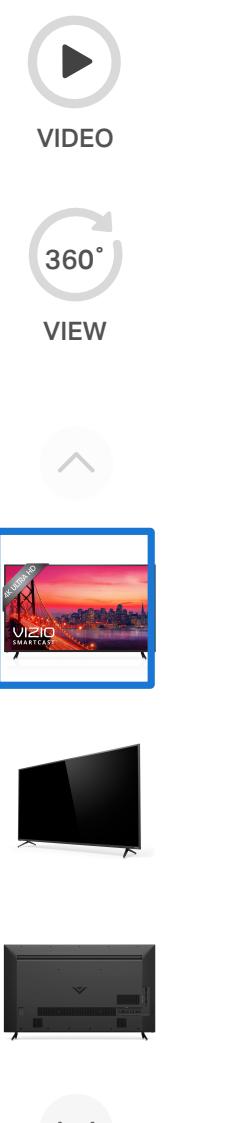
Instant Savings

\$50 off with Instant Savings
Offer ends Feb 15 ?

Save \$50.00 \$680.00
\$630.00

Online and In club

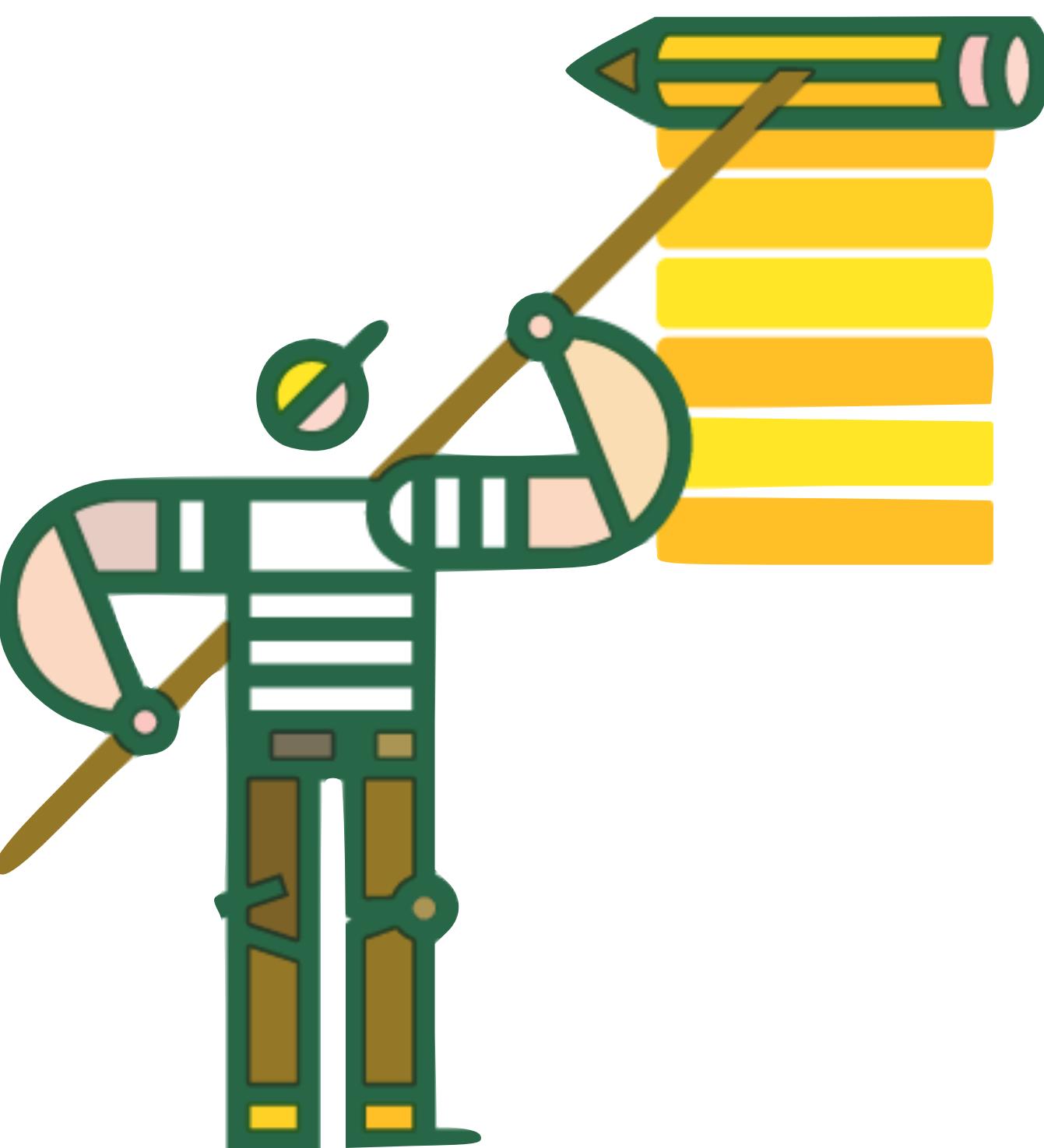
Add to cart



Why we love this

2 lines vs enough space

explorations

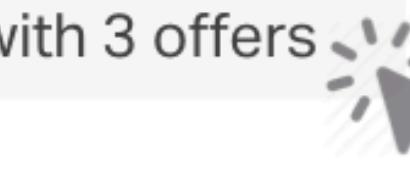


Explorations

Instant Savings



Samsung 48" Class 1080p Smart LED HDTV - UN48J5200AFXZA
★★★★★ (45)

\$970.00
\$890⁰⁰ with 3 offers 

Online only

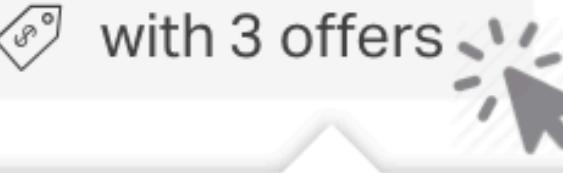
Free shipping

Add to cart 

Instant Savings



Samsung 48" Class 1080p Smart LED HDTV - UN48J5200AFXZA
★★★★★ (45)

\$970.00
\$890⁰⁰ with 3 offers 

Online only

\$50 off with Instant Savings
Offer ends on June 13, 2017
Limit 5 per order

\$30 off with Tech Savings
Offer ends on August 13, 2017

1000 American Airline miles
when you buy 2
Offer ends on August 21, 2017

Explorations

Instant Savings



Samsung 48" Class 1080p Smart LED HDTV - UN48J5200AFXZA
★★★★★ (45)
\$80.00 off
\$970.00
\$890.00
Online only
Free shipping

Add to cart 

Instant Savings



Samsung 48" Class 1080p Smart LED HDTV - UN48J5200AFXZA
★★★★★ (45)
\$80.00 off
\$970.00
~~\$970.00~~
\$890.00

\$50 off with Instant Savings
Offer ends on June 13, 2017
Limit 5 per order

\$30 off with Tech Savings
Offer ends on August 13, 2017



Instant Savings



Samsung 48" Class 1080p Smart LED HDTV - UN48J5200AFXZA
★★★★★ (45)
\$80.00 off
\$970.00
~~\$970.00~~
\$890.00

1000 American Airline miles when you buy 2
Offer ends on August 21, 2017

Add to cart 

Explorations

Instant Savings

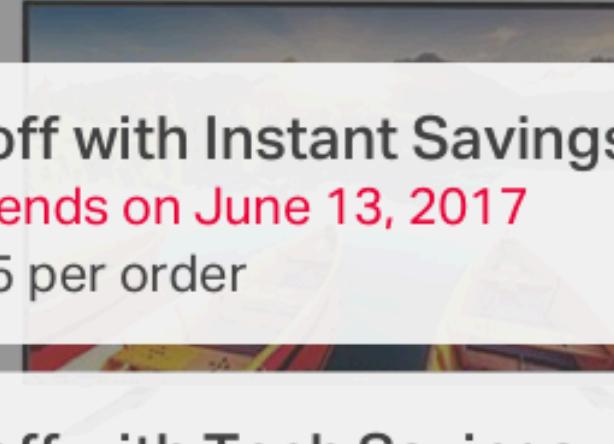


Samsung 48" Class 1080p Smart LED HDTV - UN48J5200AFXZA
★★★★★ (45) 

\$970.00
\$890⁰⁰ with extra savings
Online only
Free shipping

Add to cart 

Instant Savings



\$50 off with Instant Savings
Offer ends on June 13, 2017
Limit 5 per order

\$30 off with Tech Savings
Offer ends on August 13, 2017

Samsung 48" Class 1080p Smart LED HDTV - UN48J5200AFXZA
★★★★★ (45) 

\$970.00
\$890⁰⁰ with extra savings
Online only
Free shipping

Add to cart 

Explorations

Instant Savings



Samsung 48" Class 1080p Smart LED HDTV - UN48J5200AFXZA
★★★★★ (45)

\$970.00
\$890⁰⁰ with extra savings

Online only

Free shipping

Add to cart 

✓ 1 added to cart for shipping

\$890⁰⁰

with 3 offers

- 1 +

Explorations

Instant Savings



Samsung 48" Class 1080p Smart LED HDTV - UN48J5200AFXZA
★★★★★ (45)
\$80 off + 1000 AA miles ?
\$970.00
\$890⁰⁰
Online only
Free shipping

Add to cart 



Instant Savings



Samsung 48" Class 1080p Smart LED HDTV - UN48J5200AFXZA
★★★★★ (45)
\$80 off + 1000 AA miles ?
\$970.00
\$50 off with Instant Savings
Offer ends on June 13, 2017
Limit 5 per order

\$30 off with Tech Savings
Offer ends on August 13, 2017
1000 American Airline miles when you buy 2
Offer ends on August 21, 2017



 1 added to cart for shipping

\$399⁰⁰
\$80 off + 1000 AA miles ?

Explorations

Instant Savings



Samsung 48" Class 1080p Smart LED HDTV - UN48J5200AFXZA
★★★★★ (45) 

\$970.00
\$890⁰⁰ with extra savings

Online only

Free shipping

Add to cart 

\$890⁰⁰ Savings with extra savings

\$50 off with Instant Savings
Offer ends on June 13, 2017
Limit 5 per order

\$30 off with Tech Savings
Offer ends on August 13, 2017

1000 American Airline miles when you buy 2
Offer ends on August 21, 2017

\$30 off with Tech Savings
Offer ends on August 13, 2017

\$30 off with Tech Savings
Offer ends on August 13, 2017

[see all](#)

Add to cart 

A new prioritization system

Decreasing priority

\$ off - primary line for promos

\$50 off with Instant Savings

Offer ends on June 13, 2017

Limit 5

\$30 off with Tech Savings

Offer ends on August 13, 2017

\$30 off with Tech Savings

when you buy 2

Offer ends on August 13, 2017

1000 American airline miles

when you buy 2

Offer ends August 21, 2017

action required promotions are lower priority than action not required ones



Instant Savings



Samsung 48" Class 1080p Smart LED HDTV - UN48J5200AFXZA
★★★★★ (45)
\$80 off + 1000 AA miles ?
\$970.00
\$890.00

Online only

Free shipping

Add to cart

≡+



Instant Savings



Samsung 48" Class 1080p Smart LED HDTV - UN48J5200AFXZA
★★★★★ (45)
\$80 off + 1000 AA miles ?
\$970.00

\$50 off with Instant Savings
Offer ends on June 13, 2017
Limit 5 per order

\$30 off with Tech Savings
Offer ends on August 13, 2017

1000 American Airline miles when you buy 2
Offer ends on August 21, 2017

\$50 gift card when you buy 3
Offer ends on August 21, 2017

\$20 off when you buy **Toastmaster 4-Slice Deluxe Toaster**
Offer ends on August 21, 2017

1000 American Airline miles when you buy 2
Offer ends on August 21, 2017

5000 American Airline miles when you buy 6
Offer ends on August 21, 2017



Instant Savings



Samsung 48" Class 1080p Smart LED HDTV - UN48J5200AFXZA
★★★★★ (45)
\$80 off + 1000 AA miles ?
\$970.00

\$50 off with Instant Savings
Offer ends on June 13, 2017
Limit 5 per order

\$30 off with Tech Savings
Offer ends on August 13, 2017

1000 American Airline miles when you buy 2
Offer ends on August 21, 2017

see all ?

PDP



X Conflicting

Instant Savings



Samsung 48" Class 1080p Smart
LED HDTV - UN48J5200AFXZA

★★★★★ (45)

\$80 off + 1000 AA miles ?

~~\$970.00~~

\$50 off with Instant Savings

Offer ends on June 13, 2017

Limit 5 per order

\$30 off with Tech Savings

Offer ends on August 13, 2017

1000 American Airline miles
when you buy 2

Offer ends on August 21, 2017

[see all](#)

It's not about how many.

It's ~~not~~ about how ~~many~~ much.



Special Buy

\$50 off with Instant Savings

Offer ends on June 13, 2017

Limit 5 per order

**1000 American Airline miles
when you buy 2**

Offer ends on August 21, 2017

\$30 off with Tech Savings

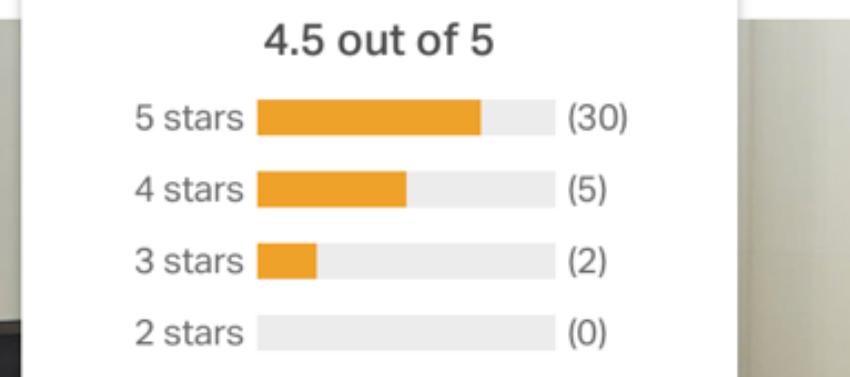
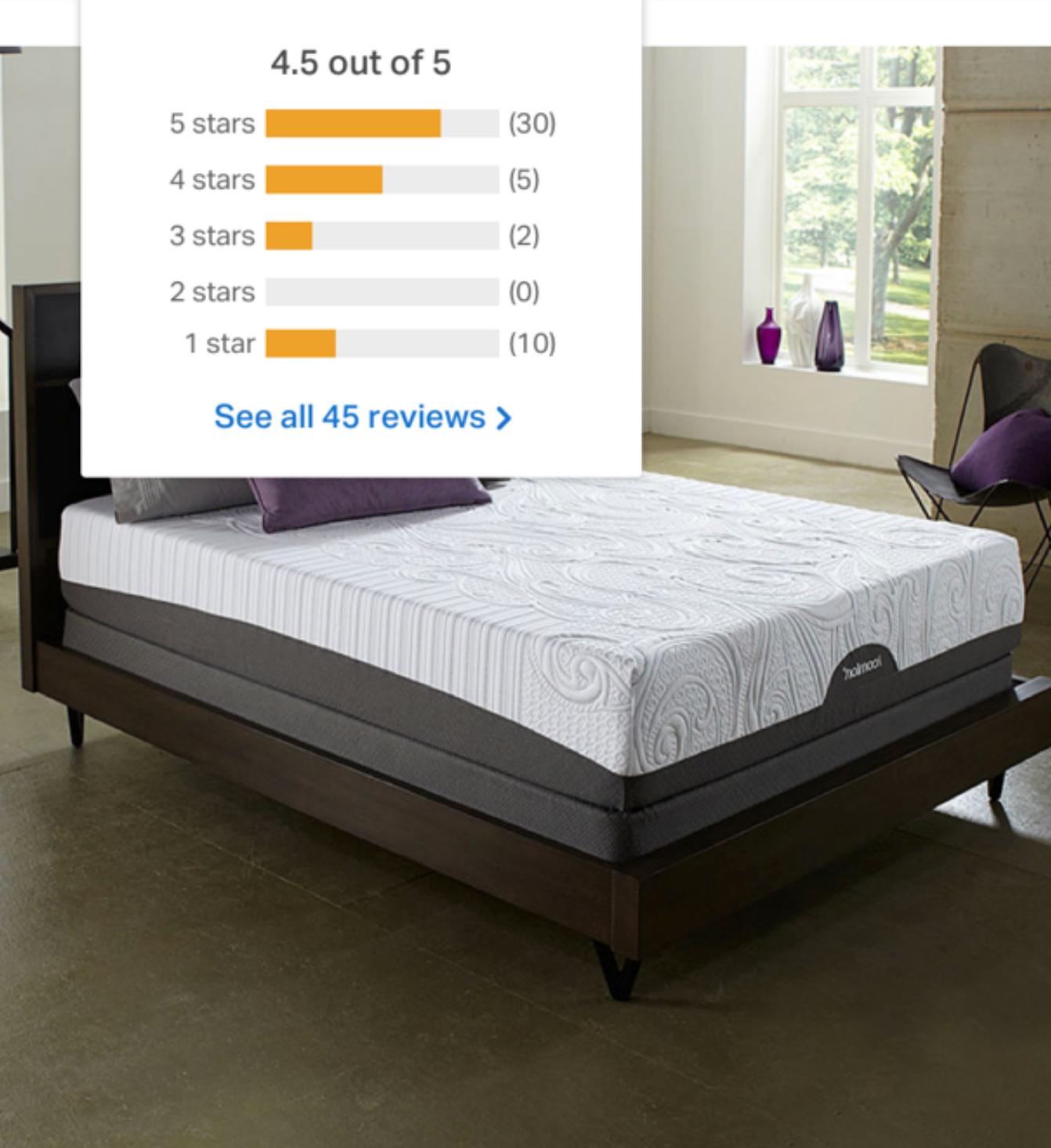
Save 20% ~~\$970.00~~

Browse

Furniture > Mattresses - Mattress Sets > Twin Mattresses

Serta iComfort Savant Everfeel Cushion Firm Mattress Set (Various Sizes)

by Serta | Item # 539545 | ★★★★☆ 4.5 (45) | [Write a review](#) | [Q&A](#)



[See all 45 reviews >](#)

Serta iComfort Savant Everfeel
Cushion Firm Mattress Set

★★★★☆ (45)

\$80.00 off with multiple savings

\$1299.00

\$1,249⁰⁰

Online only

Free shipping

Add to cart



Special Buy

Free membership
\$100 Value

\$50 off with Instant Savings
Offer ends Feb 15 ?

[see all applicable promotions ▾](#)

Save \$50.00 \$1299.00

\$1,249⁰⁰

Online

Price includes shipping ?

Size: Full

Twin Twin XL **Full** Queen King

Foundation: Low

Standard None **Low** Split

Add to cart



Shipping included
Get it by Feb 5
[See options ▾](#)

Browse

Purchase

Special Buy



Serta iComfort Savant Everfeel
Cushion Firm Mattress Set

★★★★★ (45)

\$80.00 off with multiple savings

\$1299.00

\$1,249⁰⁰

Online only

Free shipping

Add to cart



to find great deals!

Find gifts for everyone SAMSUNG Shop now >

Your lists Easy Reorder Sam's Club credit Join Renew

Sam's Club Search Your club Concord, CA Your account Ximena Cart 11/

Shop by department Business tools Member services Shocking Values Configurable link

Free shipping on all Black Friday items [Shop now](#)

Save 10%* on purchases today up to \$250 when you open an account.

Subtotal (11 items) \$2,679.81
Estimated shipping \$0.00
Estimated sales taxes and fees \$17.64
Estimated total \$2,697.45

Check out

Estimated savings \$5.00
Pay by Sat, Nov 26 to guarantee your savings
[See terms and conditions](#)

Cart

Membership (1)

 Sam's Savings Primary renewal Item #98764 Renews on purchase	\$45.00
Remove	

Items to ship (4)

Shipping options for 94066 [Change](#)
You select shipping method in checkout

Shocking Value Ends in 8h 28m 18s

 Epson EX3240 LCD Multimedia Projector, 3200 Lumens, SVGA 800 x 600 Pixels Item #98764	8	Free shipping \$800.00 \$100.00 each You save ^
\$150 off with Shocking Values Offer ends June 30, 2012		

[Pick up instead](#) [Save for later](#) | [Remove](#)

Special Buy

 Epson EX3240 LCD Multimedia Projector, 3200 Lumens, SVGA 800 x 600 Pixels Item #98764	1	FREE shipping \$900.00 You save ^
Pick up instead Save for later Remove		

Items to pickup (5)

Pick up at Concord Sam's Club [Change](#)
You select pickup day and time in checkout

Out of stock. Please [ship it instead](#) or [try another club](#).

Marketing team is working on the
“Special Buy” comps



Business and Product are working
on the \$ off aggregation





Success will be when majority of the items become “Special Buy”

... and users will discover and understand this label